



VIRGINIA SLIMS CLUB

Talking Fashion

The new
Ask Virginia Slims
newsletter

Members Only Perks

2040156893

Glamour...Gotta Have It
Virginia Slims V-Wear
Fall '95 Collection



Q: How far above the knee is too far for miniskirts?

Hemming and Hawing,
Lake Charles, LA

A: Dear Hemming,
As you've probably noticed, no hemline is out of line. The mini's still in. But this Fall, many designers are also showing skirts at the knee or just below. And frankly, most women look best with the just-below-the-knee length. If you do choose to go mini, to determine your best length use this simple test. If you've dropped, oh say, a twenty dollar bill and decide not to pick it up, whatever you've got on is probably too short.

Fashionably Yours,
Virginia Slims

8 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

Q: As a cool female of 53 years of age, what is the best style for my hair and wardrobe for an evening out with my 32-year-old boyfriend?

Babe At Any Age,
Chelmsford, MA

A: Dear Babe,
First of all, about the age difference..."You've come a long way, baby." Now to your fashion question. Whatever you're doing is certainly working. And if it's not broke, why fix it?

But maybe you haven't been out for a special evening yet, and that's raised some dilemmas. Our advice: when in doubt, wear black. If you're feeling a bit daring, a curve-hugging little black dress will do the trick. If you want to go for a tad more mystery, try a slightly sheer black blouse with a slim black skirt. Keep your hair simple and accessories to a minimum...and please, please, avoid jewelry in matched sets. As a woman who seems to have no lack of imagination, confidence and, shall we say, energy, matched-set accessorizing just wouldn't be your style.

Fashionably Yours,
Virginia Slims

Q: Can you ever mix a print with a plaid?

Looking For My Match,
Corte Madera, CA

A: Dear Looking,
Most of the time, the only place prints and plaids mix well is in the washer. Preferably in cold water. However, the secret to pulling off this look is to choose a more open, less busy print that will pick up and highlight the dominant color of the plaid.

From your question it seems like there's a free spirit inside you just waiting to color outside the accepted fashion lines. And in a world where so many are style stodgy, this is truly a beautiful thing.

Fashionably Yours, **2040156894**
Virginia Slims

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.



What to **do** with fashion don'ts.



Don't wear white before Memorial Day. Don't mix stripes and plaids. Always match your purse with your shoes. These are just some of the "rules" of fashion many of you were questioning.

Good for you. Because when it comes to fashion, following the don'ts without question is like wearing a girdle. The best thing you can say about it is...it holds you back. And fashion is really about doing...something, anything, everything...to make getting dressed more fun.

So, here's our top three fashion do's. Following them will make you a lot happier than trying to figure out if sling-backs can be worn after Labor Day.

Do try something new. If you always wear a tailored suit to work, put on a dress one day. If you're a blue jeans person, shimmy into one of the hip, new lingerie-inspired slip dresses. If you usually wear pastels, try this season's new jewel-tones. Check out the latest trends and don't be afraid to expand your wardrobe's horizons. In fashion, variety is the spice of life...so pass the hot sauce.

Do be comfortable. Whoever said, "If you like beauty, you must have pain," couldn't have been a well-adjusted person. If you're walking around in shoes that hurt, pants you can't breathe in, or anything that requires will-power just to keep on, you're not going to look fashionable, just tortured. The great thing about fashion today is that there are so many options. And if one style doesn't work with your body type, there certainly is another that will. Remember, comfort looks good on everyone.

Do be confident. Whatever your age, your size, your hair color, feeling good about yourself is often the difference between being a fashion disaster and a fashion trendsetter. Style is not so much about what you put on, it's what you bring out. And what's on your mind may be the most important fashion statement of all.

Wondering about the best style for your hair and makeup? You're not alone. Take a look at almost any woman's makeup drawer and it's obvious how much time, money and energy we all devote to putting on a good face. Not to mention most of us have enough hair care products to "do" a small country.

The first step toward greater confidence in this area begins with professional help. No, we're not talking therapy, we're talking beauty experts. Go to a good salon and ask questions. What cut looks best with a round face? (Any stylist worth her weight in mousse will suggest a blunt cut to add angle and shape.) For a long, thin face? (Add fullness and curls to soften and balance.) "Wait, I can't afford a great stylist," you say. But if you get a really good cut at least once a year you can get less expensive cuts the rest of the time to maintain it. It's an investment in yourself that will pay off every time you look in a mirror.

Also, many cosmetic lines offer free beauty make-overs at local department stores. They help you get the basics down...how to apply your makeup so you avoid splotches of color and abrupt lines. It's essential to look natural...so in this V-Wear collection we've even included a fabulous makeup brush kit. It'll help you do the three key tricks of the makeup trade: blend, blend, blend.



Real Beauty

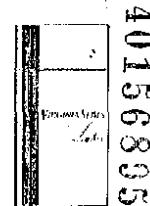
Brushing up on the basics.

Of course, like all fashion, hair and makeup styles are constantly changing. The trend this season is absolutely glamorous, looking back to Hollywood of the '40s for inspiration. As always, though, choose which trends work best for you. And remember the most important thing you can do is let your real beauty come through. Hey, you've got a good head on your shoulders...just let it show.

© Philip Morris Inc. 1995

8 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.**



2040136835



When you gotta have glamour, you gotta have Virginia Slims.

Virginia Slims pack UPCs are all it takes to get into this absolutely glamourized new collection.

Order in 3 easy steps.

1

Fill out this order form completely; signature and birth date required.

No photocopies of order form will be accepted.

Offer expires and orders must be postmarked by 1/31/96.

2

Include appropriate number of Virginia Slims pack UPCs (no carton UPCs will be accepted).
Use chart to determine shipping/handling fees and include check or money order (no cash accepted)
payable to Virginia Slims V-Wear.

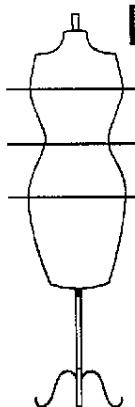
3

Mail in an envelope to: Virginia Slims V-Wear, P.O. Box 8128, Dover, DE 19905-8128.

Be sure to put proper postage on your envelope. Allow 10-12 weeks for delivery.

Limit: no more than 2 of any item. Maximum 12 items per person.

Here's how to get the best fit.



Bust •	Measure under arms and around fullest part of the chest.		
Waist •	Measure around waistline, keeping the tape measure a little loose.		
Hips •	Measure around fullest part of hips while standing.		

SIZE	S (6-8)	M (10-12)	L (12-14)	XL (16-18)
Bust	33-34	35-36	37-39	40-41
Waist	25-27	28-29	30-31	32-34
Hips	36-37	38-39	40-41	42-43

Any questions about sizing? Call 1-800-868-9327.

84936-a

2040156306

**\$100 Off
4 packs or one carton
VOID
VIRGIN MOULDS**

\$200.00
VOID
VOID
VOID
VOID
VOID
one carton
VIRGINIA
VOID
VOID
VOID
VOID
16098601602

a Slims

?

been puzzling humankind since the leaf.

ommunication. With the power to
ho you are, what you're feeling,
Put on your downtown tailored
ing, "I mean business." Jump into
aying, "Do not disturb." Put on
gs and well...you get the idea.

It's dressed, think about what your others will be saying. Not only to yourself as well. And remember, as 'If you don't express yourself,

I told not to wear any white during months. Is this so? And why?
g the Fashion Police,

ly, with the fashion police is they lack
hey've been objecting to the color
hue is really fabric. Case in point: In
ful white dress in cashmere or wool
n or linen, ridiculous.

appropriate for the season, the color white can be right anytime, except order the pasta with marinara sauce.

2040156900

When you g
you gotta h

Virginia Slims pack UPCs are all it tak

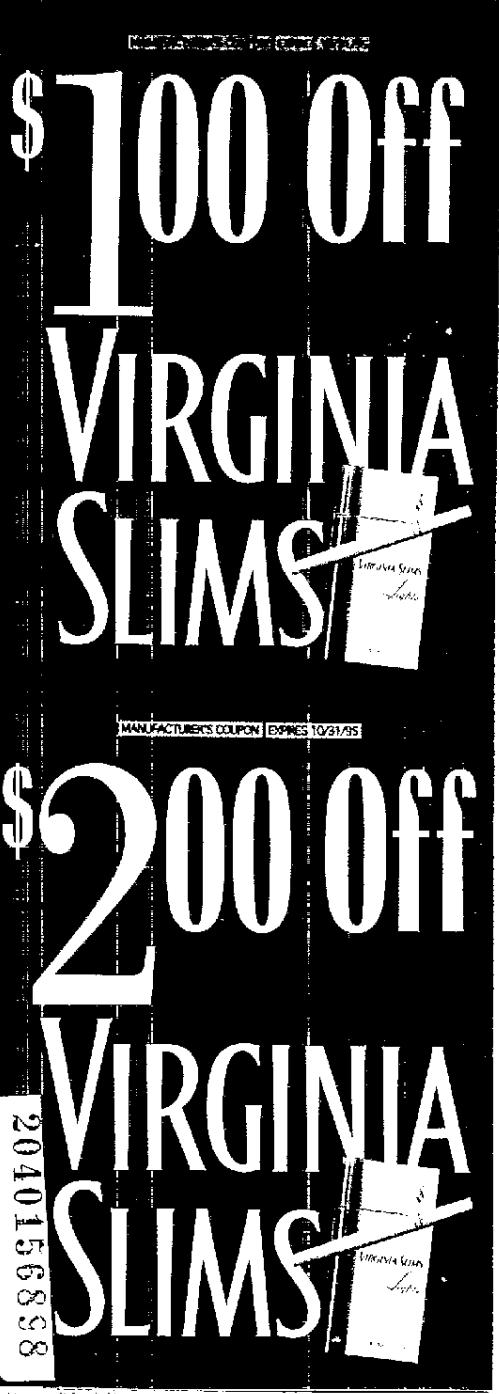
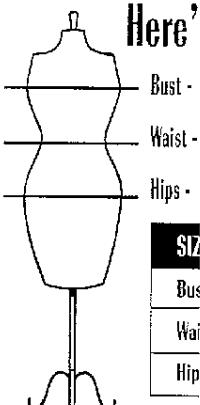
Order

Fill out this order form
No photocopies
Offer expires and

Include appropriate number of Vir
Use chart to determine shipping/handli
paya

Mail in an envelope to: Virginia Slims
Be sure to put proper postage
Limit: no more than

Here



A fashion bonus for members only.

Order your Virginia Slims V-Wear now and get a 5 UPC bonus.

999999999999999999

Sample A. Samples

123 Any Street

Anytown, US 00000

Item & Size	Quantity	1 Pack UPCs per item	Total pack UPCs
Black Coat S		325	
Black Coat M		325	
Black Coat L		325	
Black Coat XL		325	
Coat Coat S		325	
Coat Coat M		325	
Coat Coat L		325	
Coat Coat XL		325	
Black Scarf		75	
Belt Bag S/M (36")		100	
Belt Bag L/XL (42")		100	
Black Gloves		40	
Satin Blouse S		125	
Satin Blouse M		125	
Satin Blouse L		125	
Satin Blouse XL		125	
Barrette Set		55	
Bangle Set		55	
Make-up Kit		65	
Sweater Set S		200	
Sweater Set M		200	
Sweater Set L		200	
Sweater Set XL		200	
Lighter		40	
Sunglasses		40	

SHIPPING & HANDLING is based on how many total pack UPCs are enclosed in your order.

ITEMS MAY BE SHIPPED SEPARATELY.

By responding to this offer and signing below, I certify that I am a smoker 21 years of age or older. I am also willing to receive free cigarettes and branded incentive items in the mail, subject to applicable state and federal laws.

- 5 BONUS UPCs

Total Pack UPCs enclosed

TOTAL PACK UPCs	SHIPPING & HANDLING
1-100	\$3.50
101-350	\$6.50
351 or more	\$9.00

(Circle one)

Signature X _____ Birth Date _____ / _____ / _____
(required)

Offer limited to smokers 21 years of age or older. Offer not transferable. Offer good in USA only. Catalog offer void in Kansas and where otherwise prohibited. Postage may vary according to weight of your envelope. Please check with post office to ensure you've affixed proper postage. Offer void to the employees of Philip Morris and its advertising agencies. Philip Morris is not responsible for postage-due, lost, mutilated or misdirected mail.

64933-a

© Philip Morris Inc. 1995

2040156899

Ask Virginia Slims

Thousands of you wrote with style dilemmas. And we've got answers... as informative and savvy as you'd expect from Virginia Slims.

What's In this mailing

Check out our exclusive new fashion catalog for Fall '95. It's dramatic, it's star struck, it's all FREE with pack UPCs.

Your personalized order form is attached to this newsletter.

Use the coupons enclosed and start saving pack UPCs to get into our grand entrance-making new fashions.

We've got something special for you...Bonus UPCs to use on your V-WEAR order. Look for details on the order form.

Q: What is fashion?

What's It All About?
Dale City, VA

A: Dear What's It,

This question has been puzzling humankind since the original designer fig leaf.

We feel fashion is communication. With the power to signal at a glance who you are, what you're feeling, where you're going. Put on your downtown tailored suit and you're saying, "I mean business." Jump into sweats and you're saying, "Do not disturb." Put on leopard print leggings and well...you get the idea.

So next time you get dressed, think about what your hair, makeup and clothes will be saying. Not only to the world, but to yourself as well. And remember, as we've said before, "If you don't express yourself, who will?"

Fashionably Yours,
Virginia Slims

Q: I've always been told not to wear any white during the fall and winter months. Is this so? And why?

Desperately Avoiding the Fashion Police,
Grant, AL

A: Dear Desperately,

The only problem with the fashion police is they lack imagination. While they've been objecting to the color being wrong, the issue is really fabric. Case in point: In December, a beautiful white dress in cashmere or wool is stunning. In cotton or linen, ridiculous.

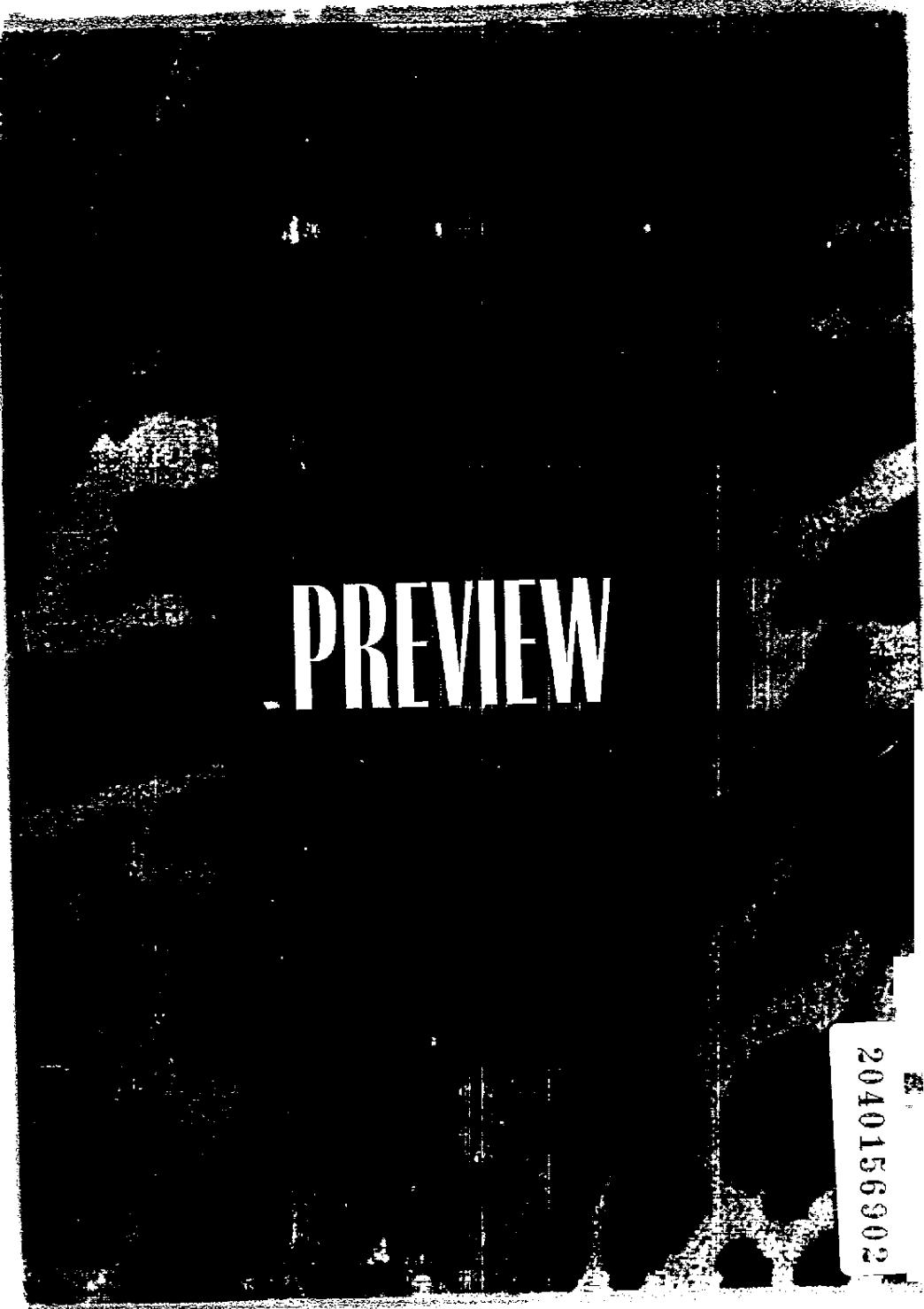
So if the material is appropriate for the season, the color will be too. Wearing white can be right anytime, except perhaps when you order the pasta with marinara sauce.

Fashionably Yours,
Virginia Slims

2040156960

© Philip Morris Inc. 1995

2040156901



PREVIEW

2040156902

Virginia Slims Club
P.O. Box 4133
Schaumburg, IL 60168

2040156903

Printed in U.S.A. 1985